A 3470-14 4/89

The 1988 Bicycle Market in Review

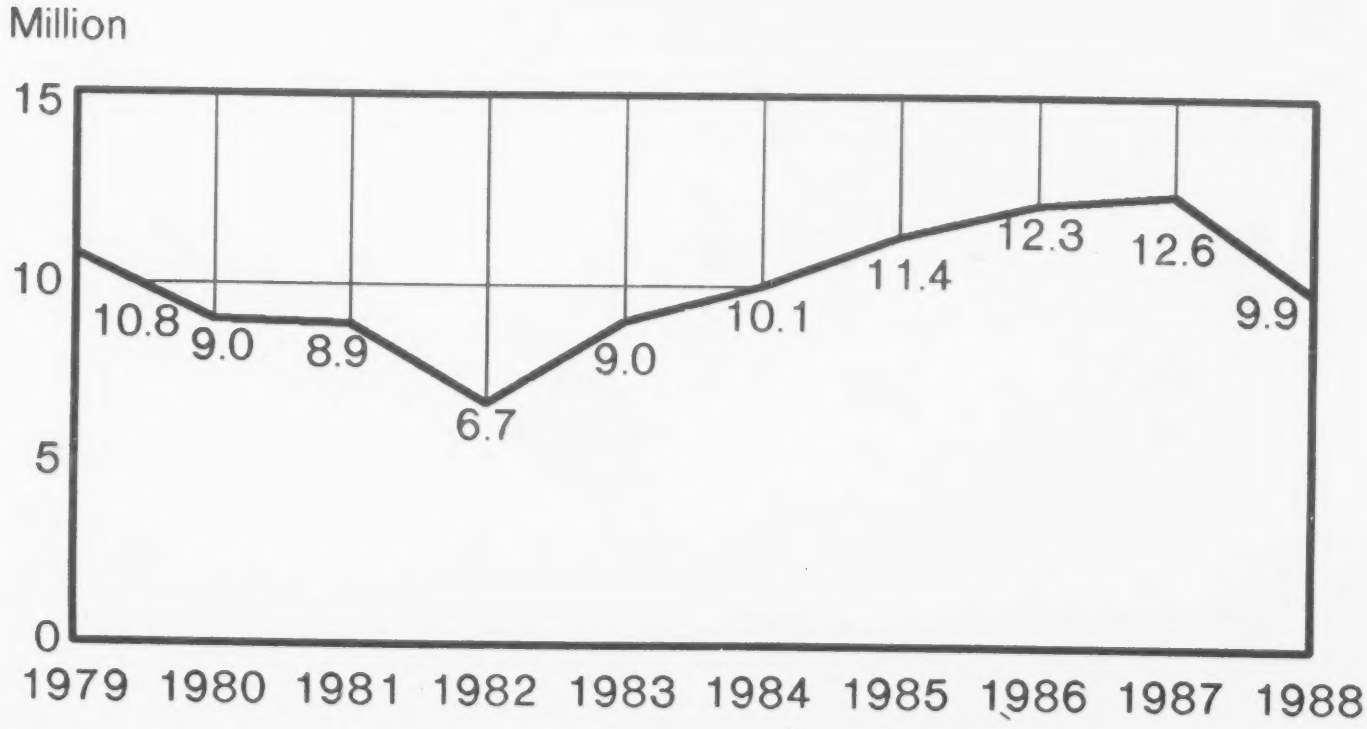
BMA

Total USA Bicycle Market
Imported Bicycles
Domestic Produced Bicycles
Summary

Total USA Bicycle Market

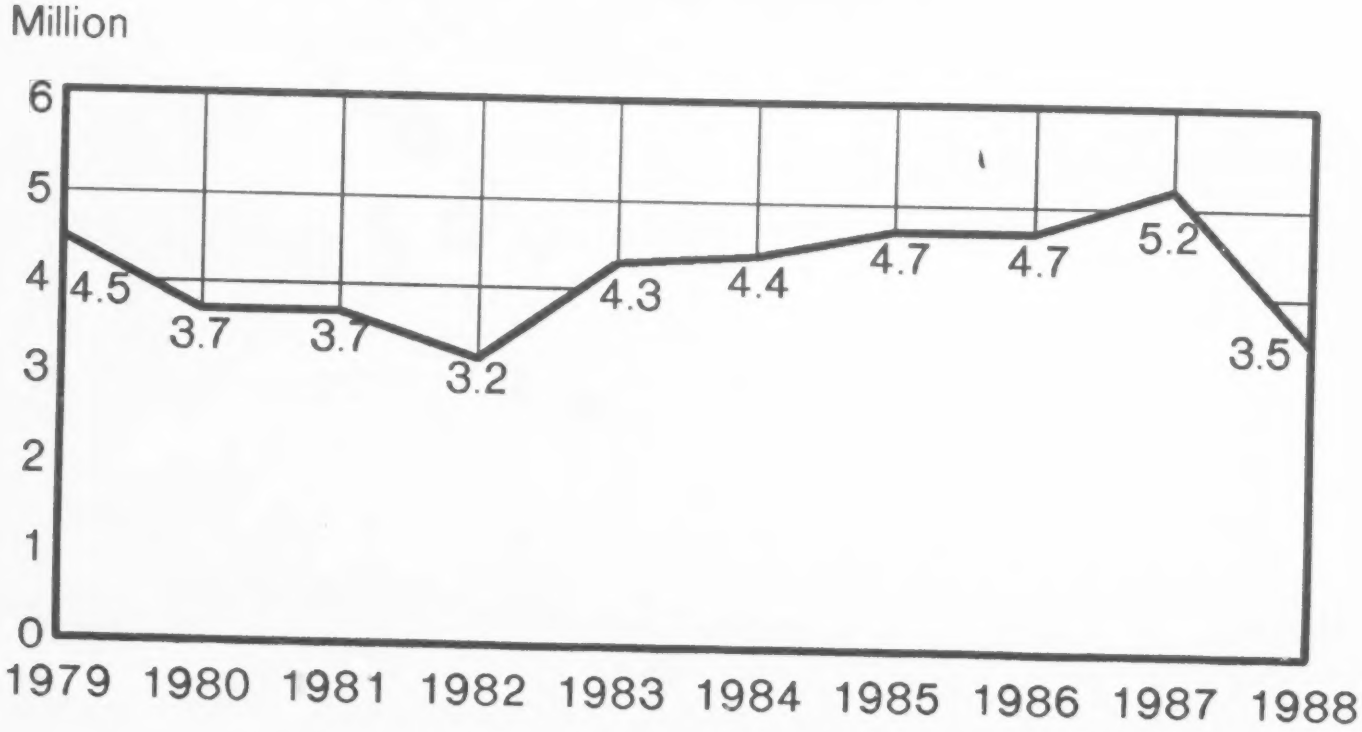
USA Bicycle Market

10 Year History

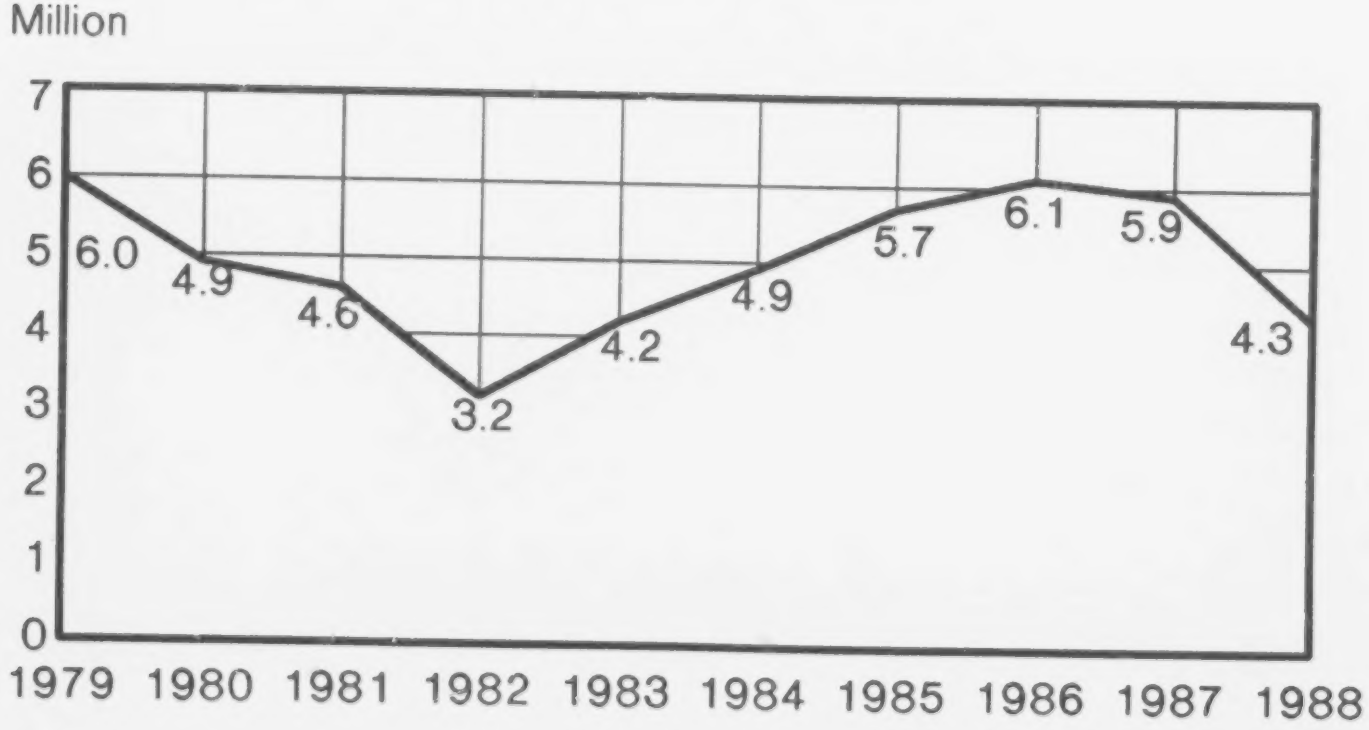


USA 20" Bicycle Market

10 Year History

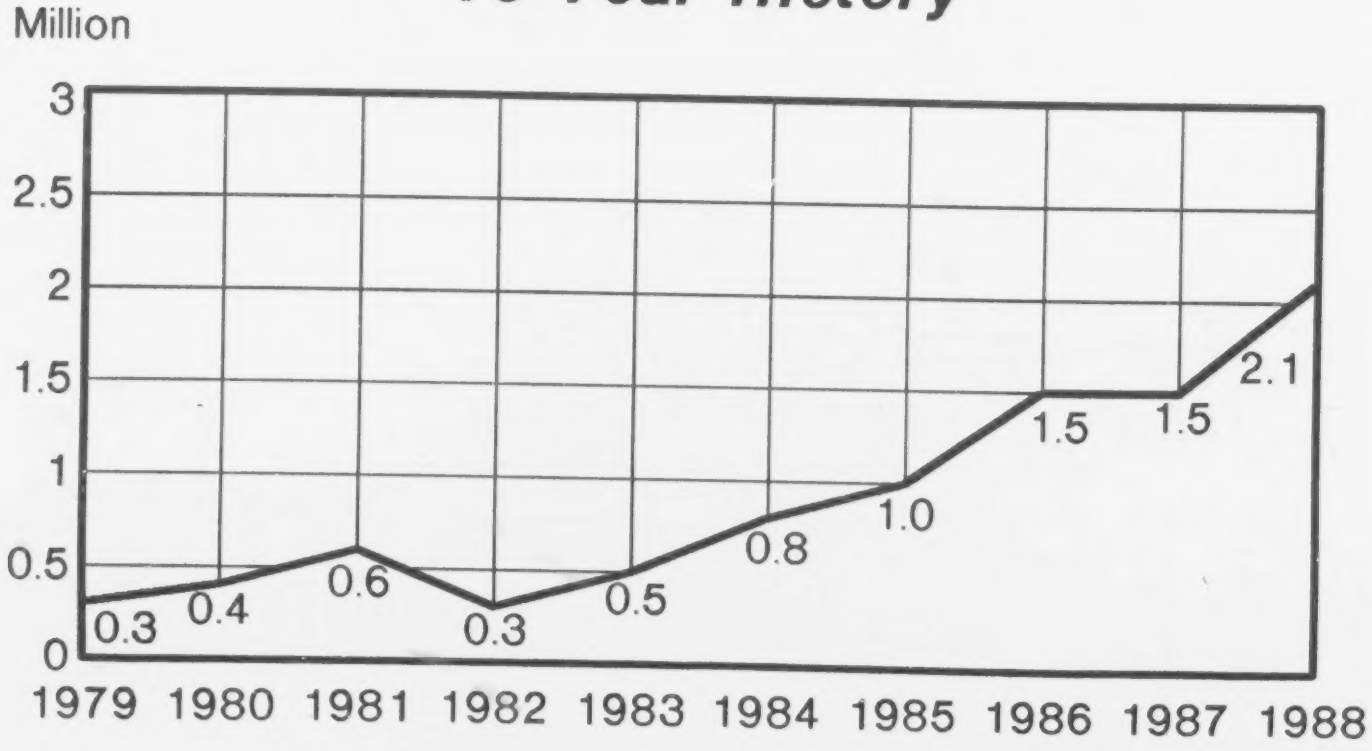


USA Lightweight Market
10 Year History

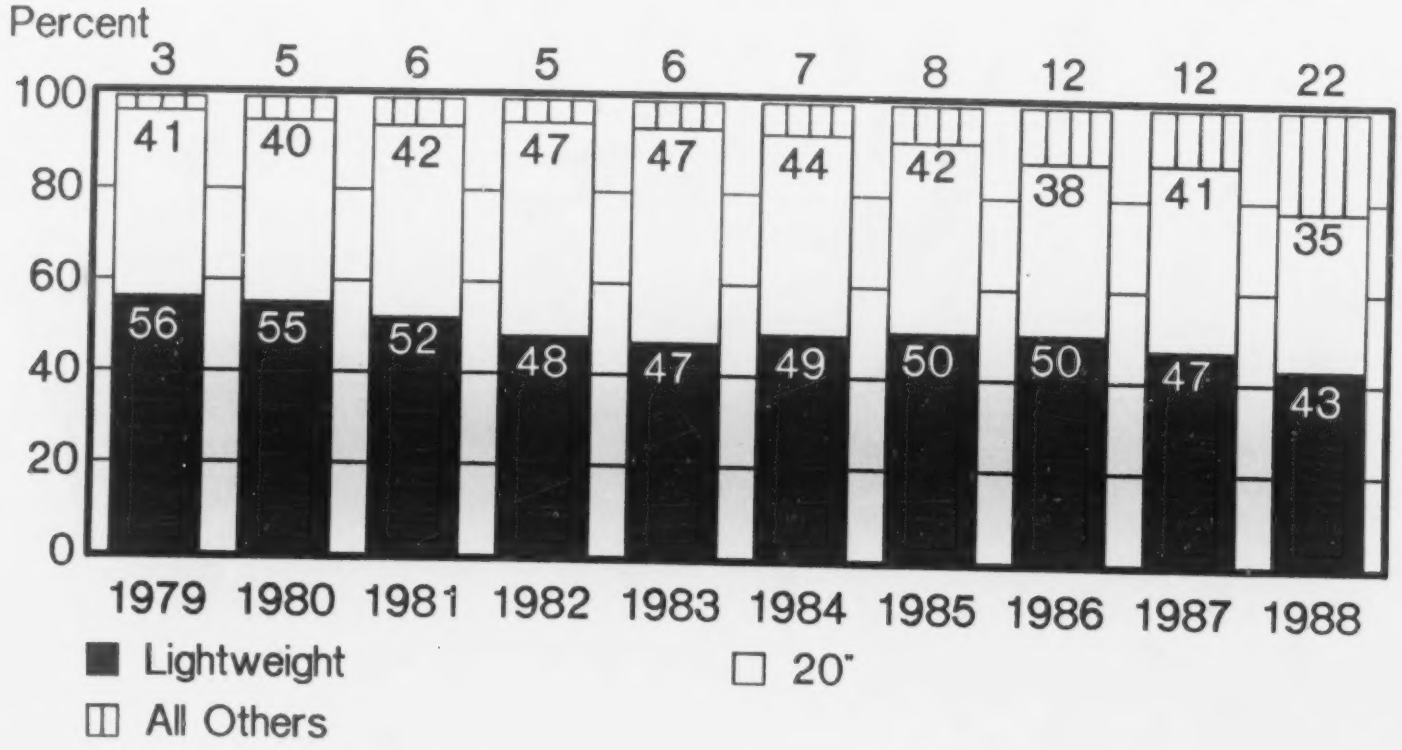


USA "Other" Bicycle Market

(ATB/Cruisers, Middleweights & All Others)
10 Year History

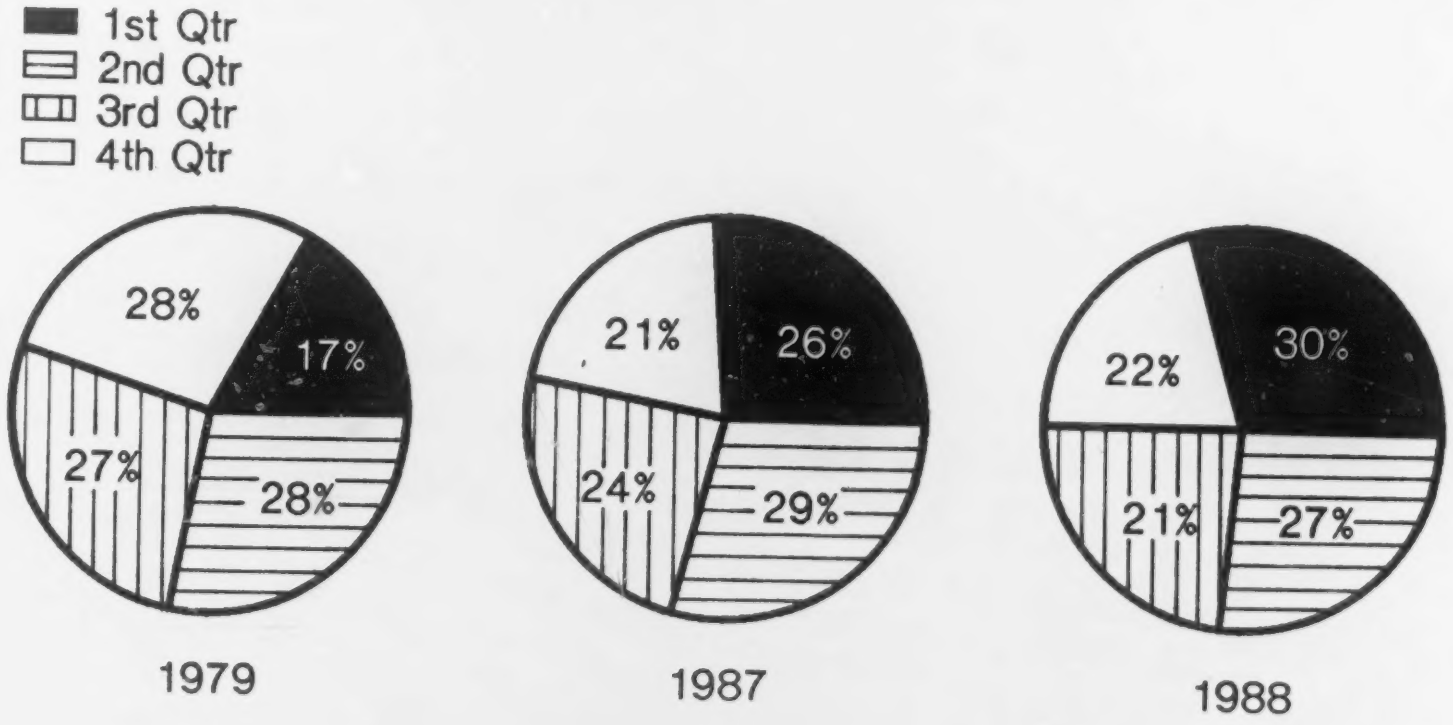


USA Bicycle Market
By Category



Bicycles Entering USA Market

Percent by Quarter 1979-1987-1988



Percent Bicycles Entering USA Market

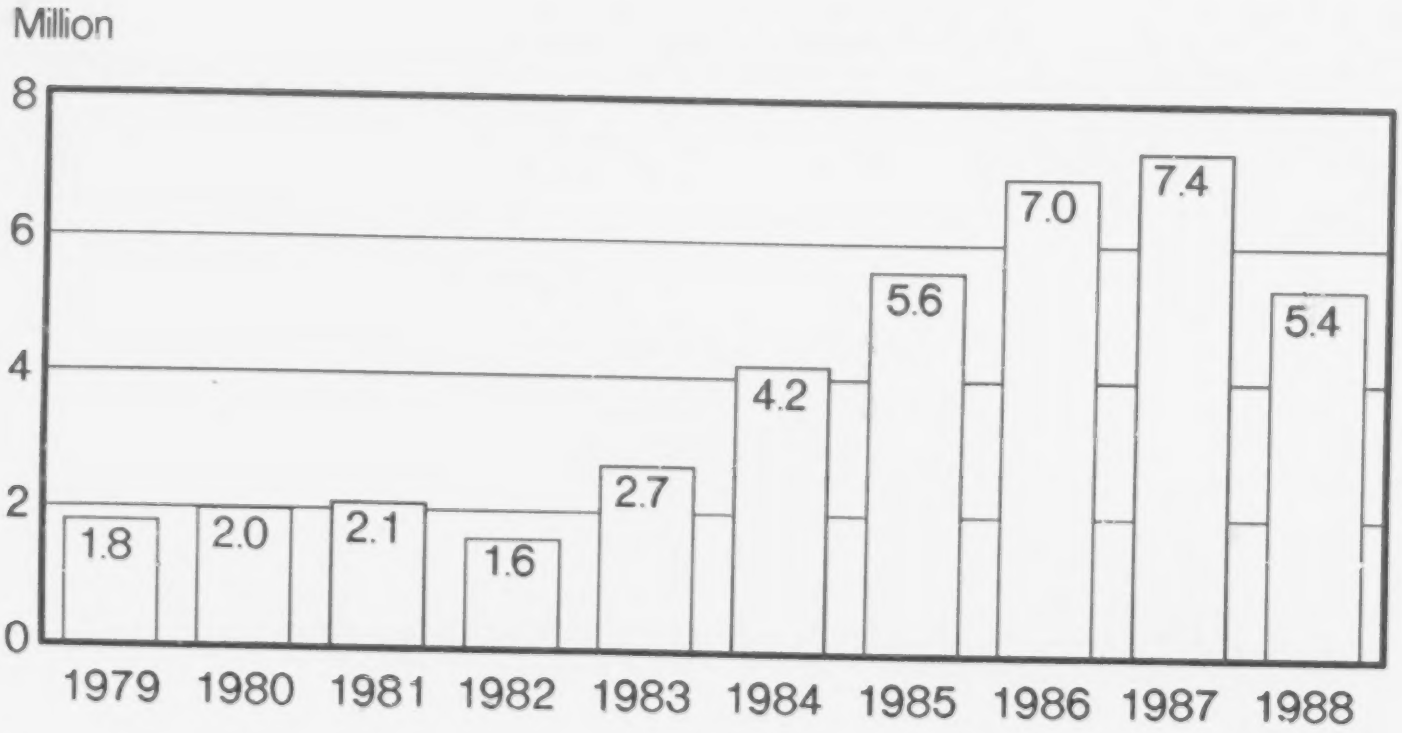
Month	1979 Month	1979 Qtr. Cum.	1987 Month	1987 Qtr. Cum.	1988 Month	1988 Qtr. Cum.
Jan	3.5%		5.9%		8.4%	
Feb	5.6		9.0		11.0	
Mar	8.1	17.2%	10.6	25.5%	11.0	30.4%
Apr	8.9		10.8		10.6	
May	9.0		9.2		8.6	
Jun	9.7	44.8	8.8	54.3	7.8	57.4
Jul	7.9		9.1		7.0	
Aug	9.9		7.3		7.1	
Sep	9.1	71.7	8.3	79.0	6.4	77.9
Oct	10.8		8.8		9.0	
Nov	8.9		7.1		7.4	
Dec	8.6	100.0%	5.1	100.0%	5.7	100.0%
Total	100%		100%		100%	

Domestic & Import Market Share
1988 vs 1987 By Major Categories

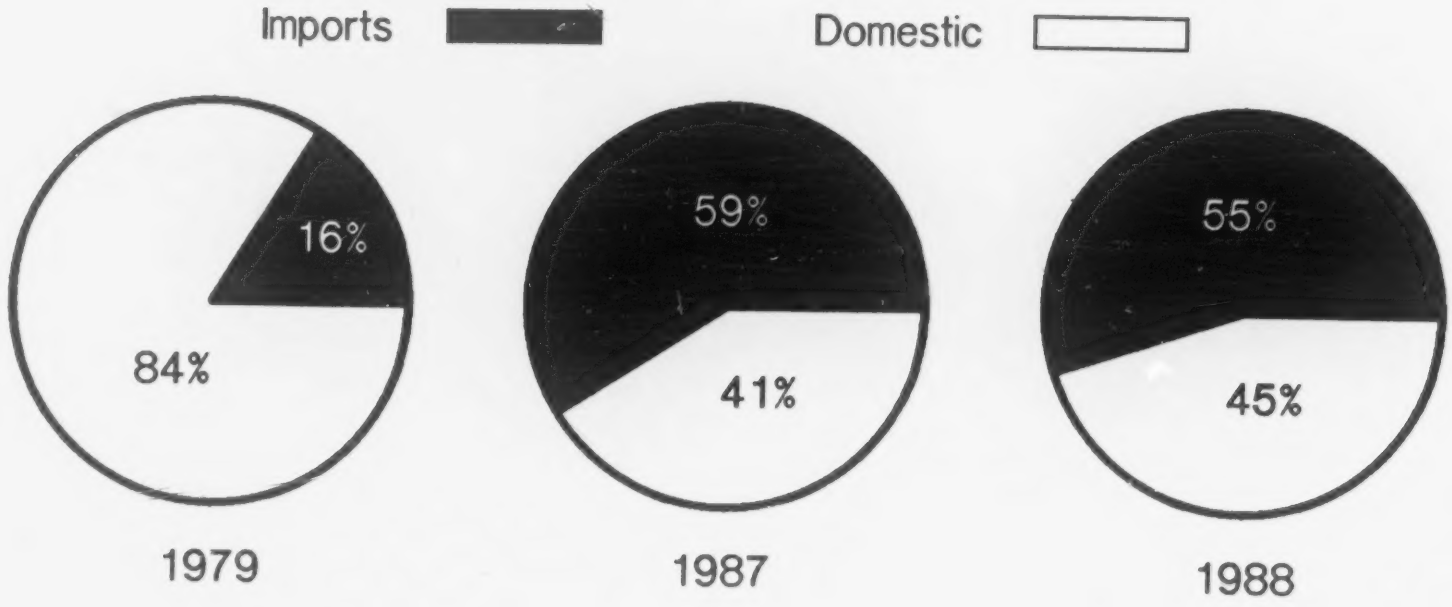
Category	1987 Domestic	1987 Imports	1987 Total	1988 Domestic	1988 Imports	1988 Total
20"	20.0%	21.0%	41.0%	19.9%	15.4%	35.3%
Ltw	16.3	30.3	46.6	12.3	30.8	43.1
All Other	5.1	7.3	12.4	12.8	8.8	21.6
Total	41.4%	58.6%	100%	45.0%	55.0%	100%

Imported Bicycles

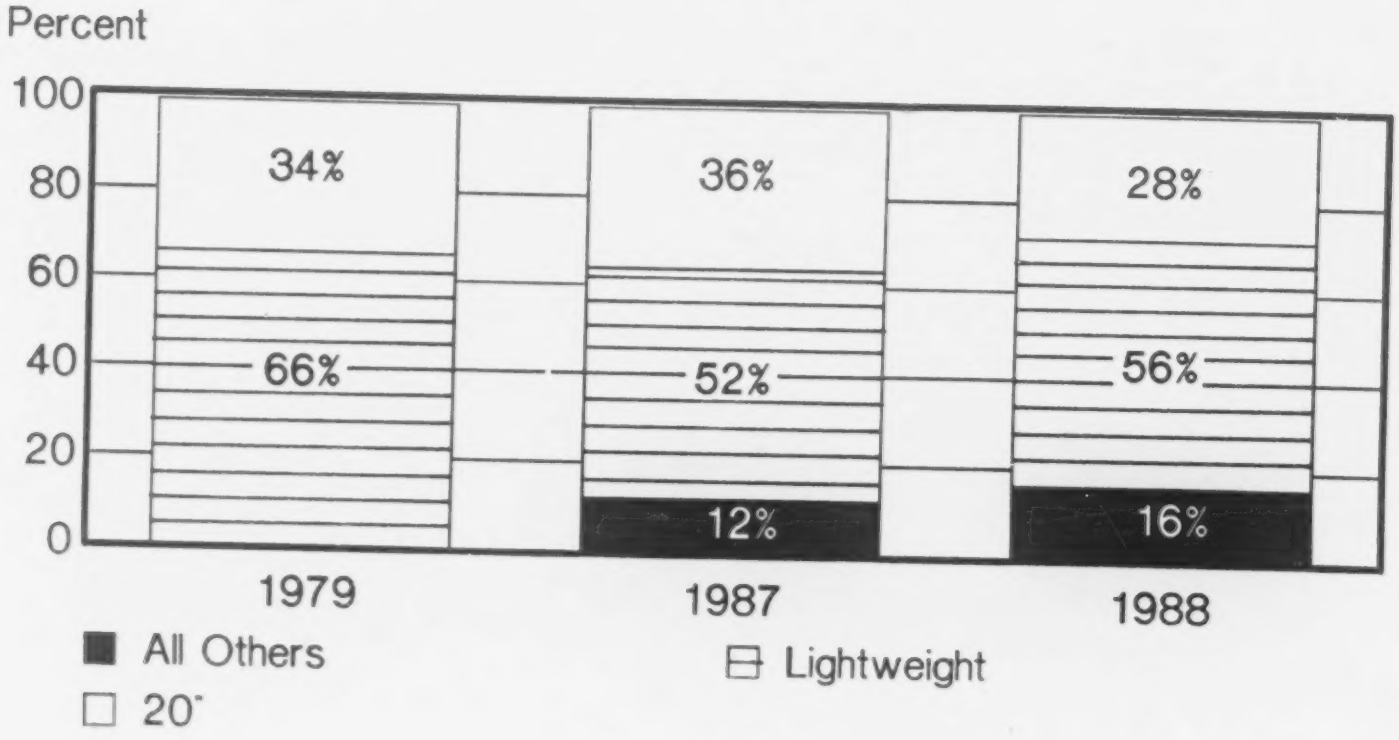
Imported Bicycles
10 Year History



Imported Bicycles
% Share 1979-1987-1988



Imported Bicycles
By Type



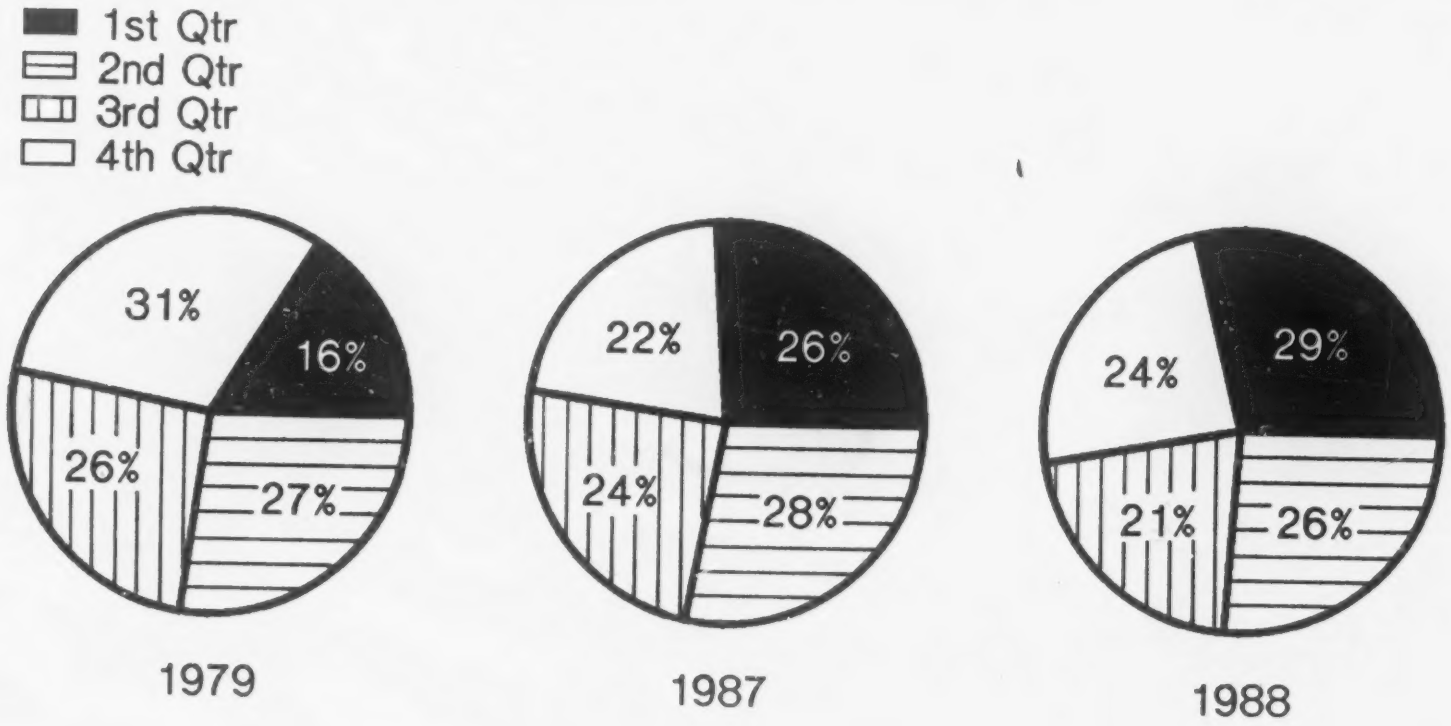
Imported Bicycles

Percent by Country of Origin

Country of Origin	1979	1987	1988
Taiwan	53.5	76.2	66.0
Korea	10.0	17.0	24.5
Japan	16.6	4.3	3.9
China	NA	.4	2.2
France	3.6	.6	.5
All Others	16.3	1.5	2.9
Total	100%	100%	100%

Imported Bicycles

Percent by Quarter 1979-1987-1988



Imported Bicycles

1987 - 1988 Monthly Comparison (000)

Year	1987	1988	%Chg
Jan	500	473	(5)
Feb	697	594	(15)
Mar	747	521*	(30)
Apr	728	496*	(32)
May	683	490	(28)
Jun	670	456	(32)
Jul	645	384	(40)
Aug	496	408	(18)
Sep	598	333	(44)
Oct	588	446	(24)
Nov	584	416	(29)
Dec	421	421	-
Total	7357	5438	(26)

*Represents Months Domestic Shipments Exceeded Imports

Average Dollar Value* Per Unit of 20" Bicycle Imports

Country	1982	1983	1984	1985	1986	1987	1988
Taiwan	51.00	51.69	46.24	42.10	42.15	50.98	49.66
Japan	93.73	104.88	105.08	99.94	118.86	82.09	150.00
Korea	50.68	35.45	45.55	43.03	40.23	42.19	42.52
Mainland China	NA	NA	NA	NA	NA	20.37	19.12
Total	53.37	54.41	47.54	43.61	43.04	49.89	46.28

*Estimated Customs Value FOB Foreign Port

Average Dollar Value* Per Unit of Lightweight Bicycle Imports

Country	1982	1983	1984	1985	1986	1987	1988
Taiwan	61.75	58.08	57.46	51.34	53.09	74.68	89.84
Japan	114.73	110.41	121.36	107.79	139.02	160.18	195.37
Korea	58.56	54.43	53.16	48.23	45.59	43.44	48.92
China	NA	NA	NA	NA	NA	51.04	53.48
Total	83.80	75.59	73.22	63.50	64.45	76.37	83.56

*Estimated Customs Value FOB Foreign Port

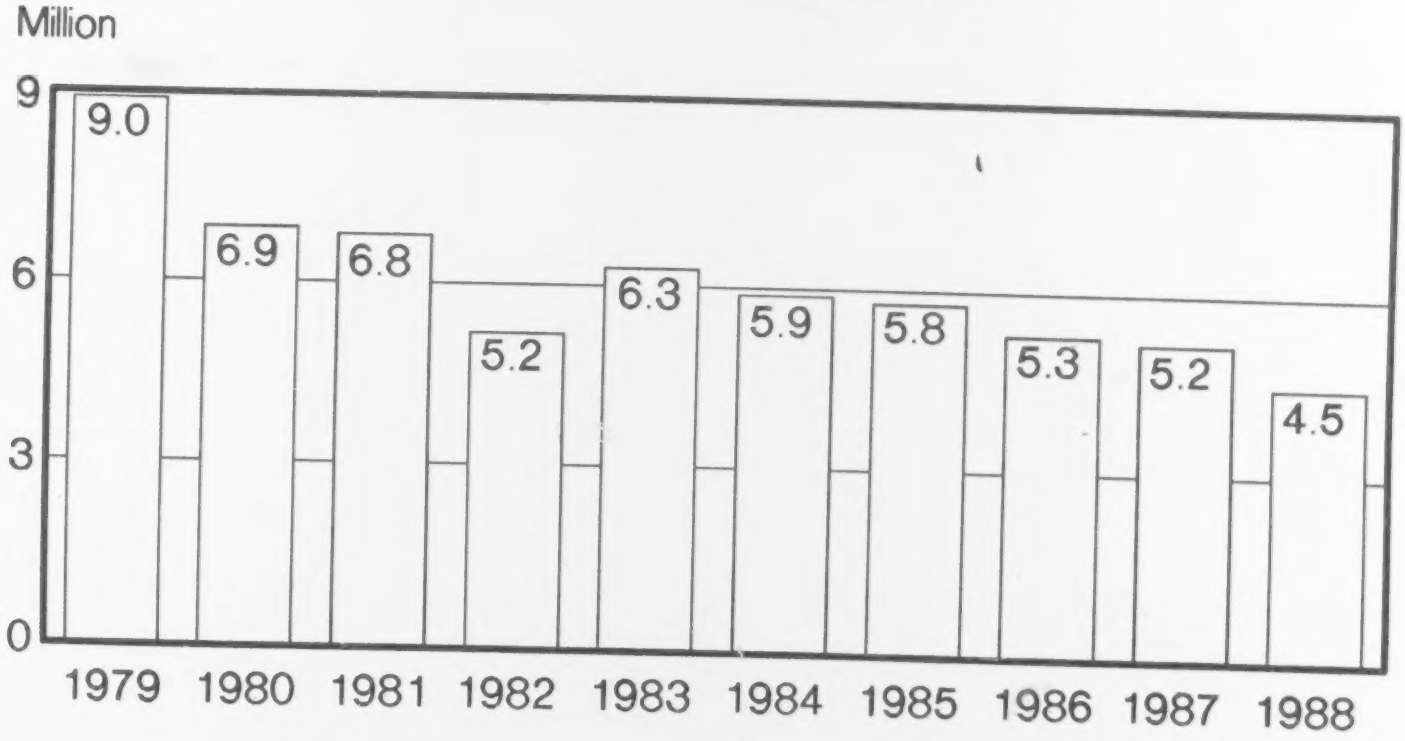
Average Dollar Value* Per Unit of Other Bicycle Imports***

Country	1982	1983	1984	1985	1986	1987	1988
Taiwan	75.19	68.49	63.75	69.66	74.87	87.16	108.70
Japan	174.01	186.67	158.50	147.77	192.78	208.48	256.80
Korea	**	**	57.48	53.66	47.10	42.87	50.67
China	NA	NA	NA	NA	NA	NA	45.53
Total	81.08	86.17	73.83	75.40	81.47	83.77	114.17

*Estimated Customs Value FOB Foreign Port
**Korea Made No Shipments of These Bicycles in 1982–83
***TSUS Items 732.2100 & 732.2400 Includes Primarily All Terrain Bicycles

Domestic Produced Bicycles

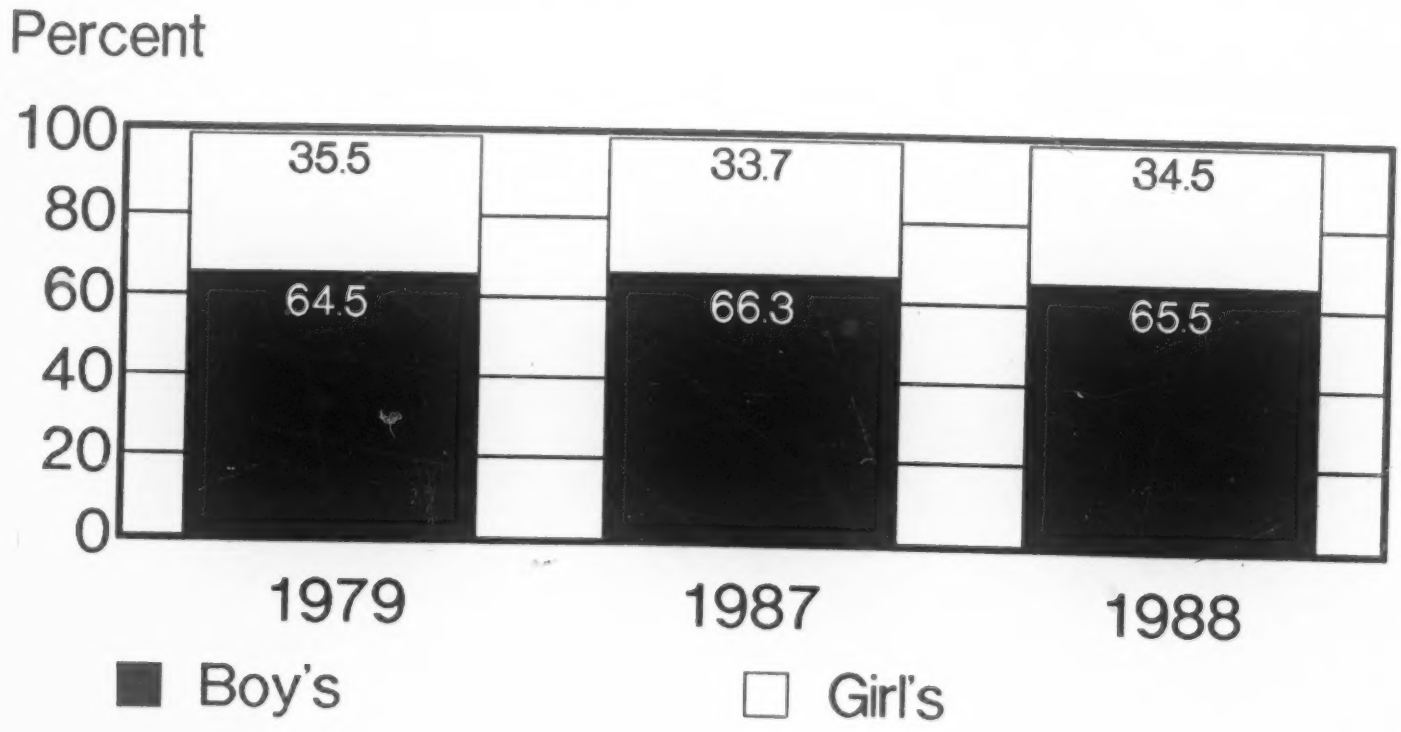
Domestic Bicycle Shipments
10 Year History



Domestic Bicycle Shipments
Percent by Quarter 1979-1987-1988

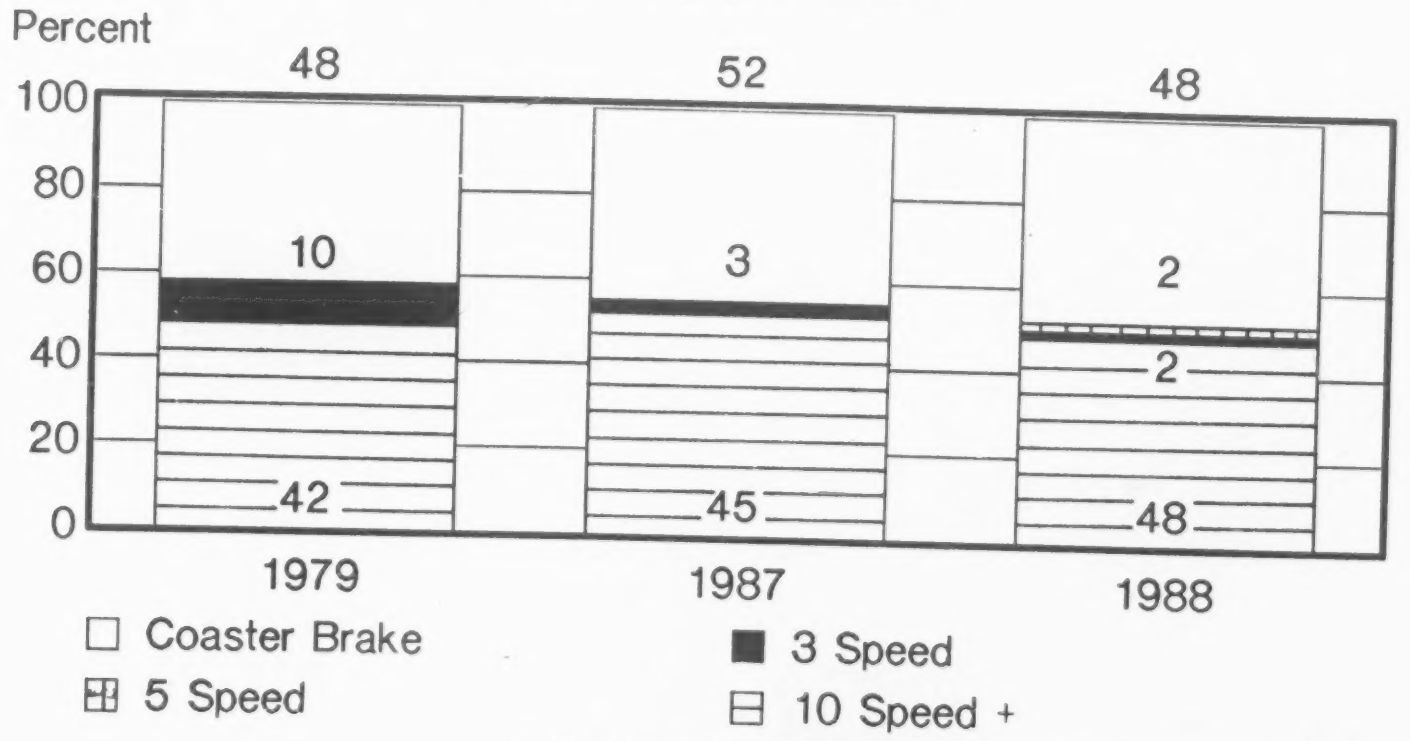
Domestic Bicycle Shipments

% Boy's and Girl's Models



Domestic Bicycle Shipments

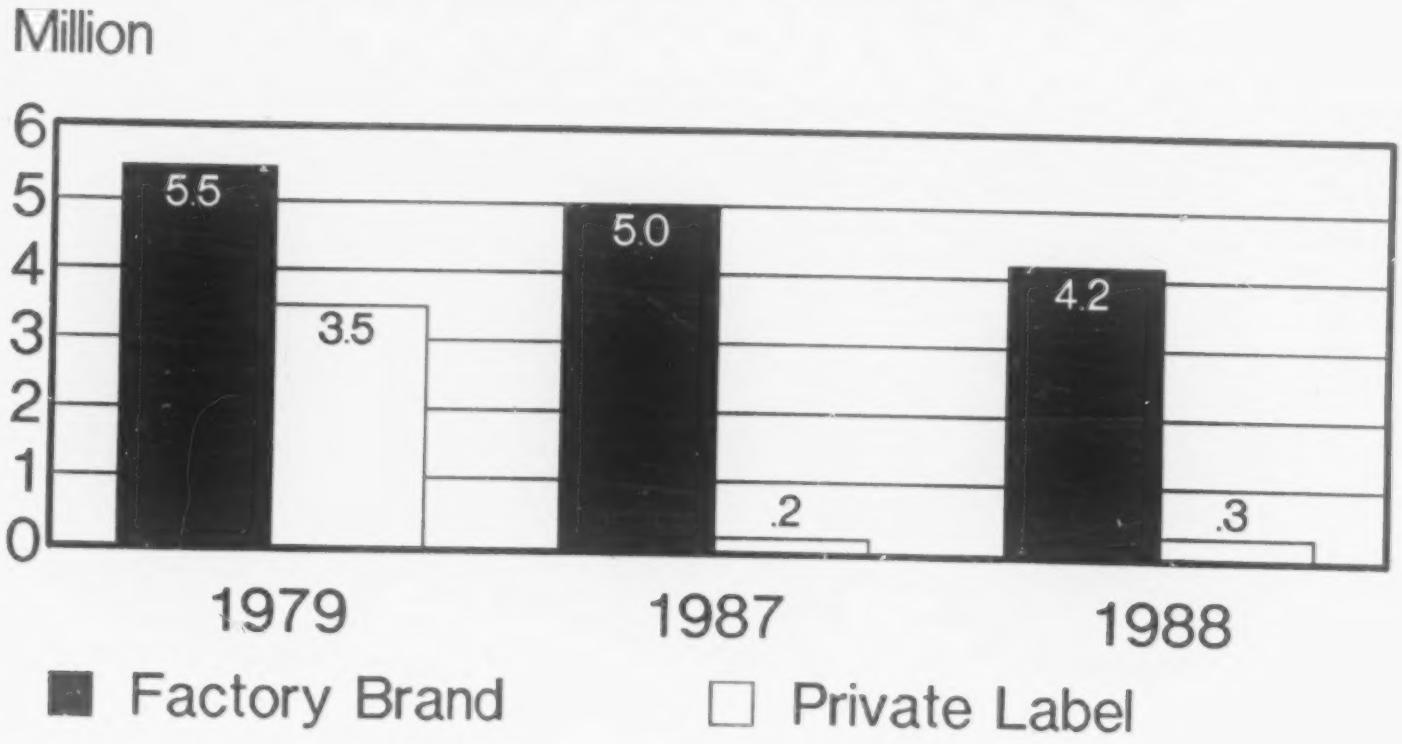
% By Type Hub



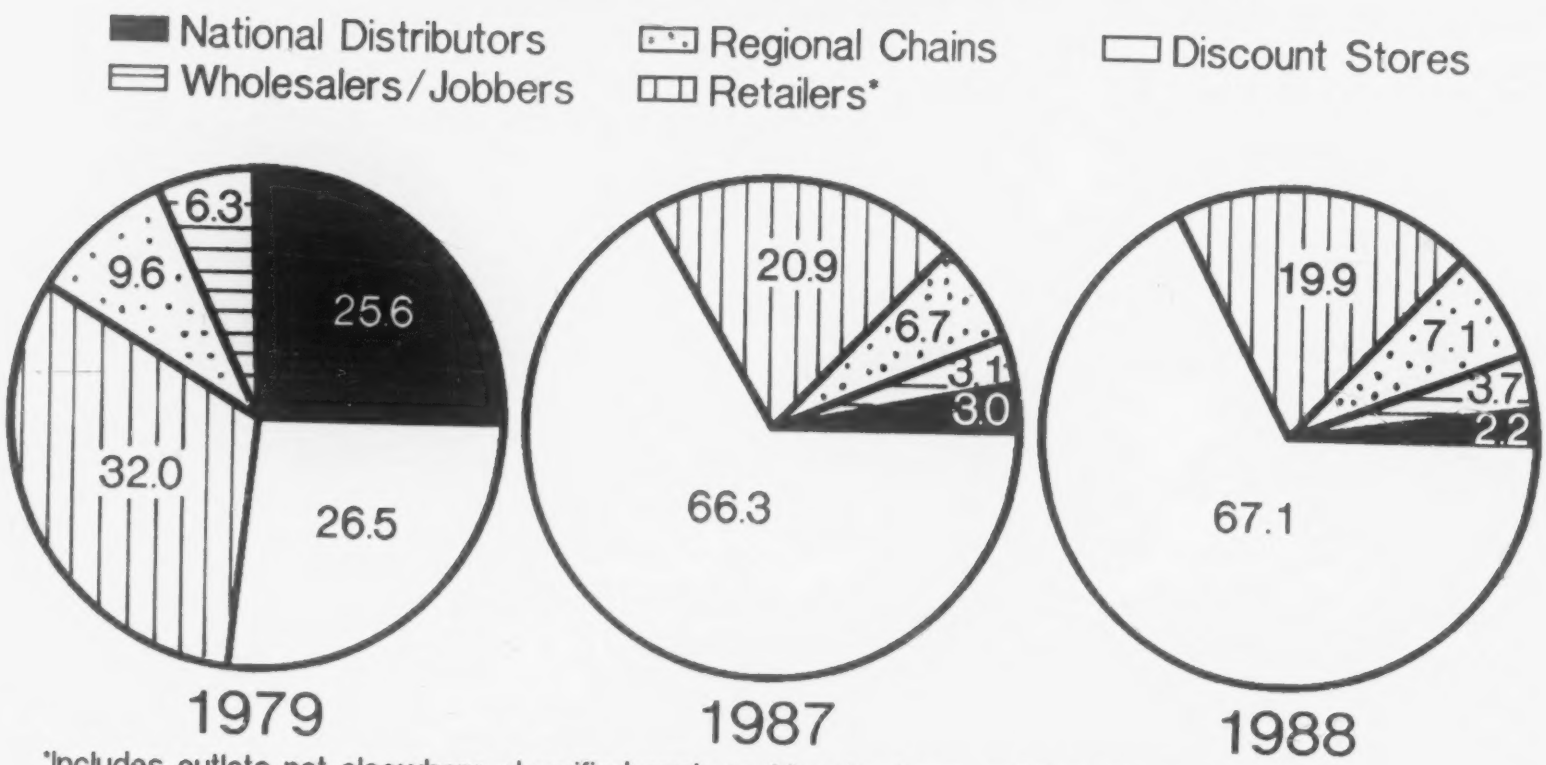
*5 Speeds Accounted for Less Than 1% during 1979 to 1987

Domestic Bicycle Shipments

Factory Brand vs. Private Label



Where Domestic Manufacturers Sell Their Bicycles (%)



*Includes outlets not elsewhere classified such as bicycle shops, catalog showrooms, etc.

Summary Highlights

- 9,889,000 Bicycles Entered USA Market in 1988, Slightly Below the 10 Million Average During the Last 10 Years.
  - –The Previous High was 12.6 Million in 1987
  - –The Previous Low was 6.7 Million in 1982
- Domestic Shipments were 4,451,000 – Lowest in the Last 10 Years and Below the 6.1 Million 10 Year Average.
  - –The Previous High was 9.0 Million in 1979
  - –The Previous Low was 5.2 Million 1987 and 1982

Summary Highlights

- Imports of 5,439,000 Were Well Below the 7.4 Million High in 1987 but Above the 10 Year Average of 4.0 Million.
- Imports Represented 55% of the USA Market in 1988 Compared to 59% in 1987 and for the Third Consecutive Year Were Greater than Domestic Shipments.
- 20" and Lightweight Units as a Percent of Total Decreased in 1988, 5.7 and 3.5 Points Respectively, While the ALL OTHER CATEGORY (Primarily ATB Bicycles) Increased 9.2 Points up From 12.4% of the Total in 1987 to 21.6% in 1988.

Summary Highlights

- Quarterly Shipment Activity Differed Somewhat in 1988 with 30.4% of the Bicycles Entering the Market During the First Quarter Compared to an Average of Only 22.8% During the Period from 1979 to 1987.
- Two of Every Three Bicycles Imported Originated in Taiwan and One of Every Four Originated in Korea.
- During 1988 Average Prices of Bicycles From Japan and Korea Increased in all Categories While Taiwan Average Prices Increased for Only Lightweight and All Others.
- Initial Indications Would Suggest 1989 Will Surpass the 1988 Bicycle Market and the 10 Year Average of 10 Million Units.